

On Utah's Main Streets



"I predict that by the time our 1,000-day plan has run its course, that within the Smart Sites collectively, we will have the largest single employment source in rural Utah."

**Governor
Michael Leavitt**

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People from around Utah who are interested in revitalizing their downtowns gathered in Richfield last week for "Main Street: Back in Style," the second statewide conference on downtown development. About 120 attendees participated in workshops on restoring downtown's character and identity; developing and using market information; and creating effective promotional images and events.

This year's conference included sessions on transportation planning for downtown, with a presentation and discussion led by UDOT staff on how communities can more effectively engage UDOT on project planning and development.

A major focus of the conference was the impact of "big box" stores on local economies and how local merchants can compete when a "big box" moves to town. Mayor Marilyn Anderson of Salina echoed the sentiments of many workshop participants when she stated, "We have to teach our people to shop at home." Nevin Limburgh, Logan City's economic development director, voiced a more positive tone when he noted that Logan's downtown businesses have responded to the entry of large retailers in Cache County by deciding that "we're going to be everything that they're not."

Attendees also participated in a workshop on managing conflict in organizations, a topic that appeared to have broad appeal.

Rural Resource of the Month



Communities throughout the nation are realizing that tourists stay longer and spend more money if they visit attractions tied to local heritage. The Utah Heritage Tourism Toolkit was developed by the Utah Division of State History, Office of Preservation, is a package of practical tools that communities or groups can use to develop, manage, and protect their heritage resources. Included are actual tools and case studies related to heritage tourism issues such as development and marketing, promotion and marketing, protection and conservation, funding, partnerships and networks, and education and interpretation. The resource is comprehensive and is a "must" for any rural community considering heritage tourism as part of their economic development strategy. The website is <http://history.utah.gov/httoolkit>.

Getting To Know Us



Richard Leyba

Richard Leyba is responsible for developing and implementing the Rural Team's Business To Business (B2B) Program. His background includes 10 years as a banker in the Farm Credit System and over 11 years as the Sevier County Economic Development Director. He was instrumental in the development of the Paiute ATV Trail where he served as Chairman of the Paiute ATV Trail Committee. Richard's local efforts were recognized when he was awarded Richfield's "Key to the City" when he left to come to work for DBED in 2000. In addition to his current assignment, he worked for DBED's National Development Program, served as a host to dignitaries visiting Utah during the Salt Lake City 2002 Winter Olympic Games and currently provides staff support to the Aerospace Ecosystem. He and Ronna have three children who have all left the "nest".

Chasing Federal Dollars

Carey Wold, the Utah Procurement Technical Assistance Center (PTAC) Rural 8(a) Specialist reports that both Suh'dutsing Technologies, LLC and NWB Technologies, Inc., owned respectively by the Cedar Band of the Paiute Indian Tribe and the Northwestern Band of the Shoshone Nation, have been approved as tribally-owned SBA 8(a) Disadvantaged Businesses. In addition to other federal contracting advantages, this designation allows the businesses to negotiate sole source contracts of unlimited size with federal agencies.



Through a mentor-protégé agreement with Innovative Computer Concepts & Services (ICCS), Suh'dutsing will receive business infrastructure and technology assistance in its business growth for the next three years. Together they will pursue contracts customer support, help desk, data processing data storage, data warehousing website hosting, network administration database design and development, network installation (O&M analysis), programming and analysis, software sales and development, network technology plus integration.



NWB Technology, LLC. has joined forces with Information Connections, TermSeek and Information Systems Support to create a superior Information and Technology Services group. In addition to its 8(a) designation, NWB Technology, LLC is also a Hub Zone certified company. They offer cutting-edge skills in IS/IT industry and client relationship management as well as translation services. Learn more about these two tribally owned businesses at <http://www.suhdutsing.com/> and <http://nwbtechnology.com/>.

Technology and Rural Utah

The Utah Smart Site Program has been recognized by the U.S. Department of Commerce as the most innovative economic development initiative in the Nation. Some rural Utah communities have benefited greatly while others are developing more slowly or have chosen to not participate. However, the overall impact of the Utah Smart Site Program become clear when one looks at a history of all the exciting events over the last three years. For this overview, we encourage you to take a few minutes and review the Utah Smart Site Program Milestones posted online at <http://smartsites.utah.gov/spotlight.html>.

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We're on the Web!

<http://dced.utah.gov>

Business To Business (B2B)

Richard Leyba has spearheaded an effort involving the rural economic development staff and the Utah Department of Workforce Services to identify the major manufacturers in each rural county. Rural Team members have committed to meeting with at least five manufacturers in each county by the end of the current fiscal year. These visits, which will be coordinated as closely as possible with local economic development staff, will identify opportunities and challenges faced by individual companies. Collectively, this information will provide a snapshot of rural Utah's manufacturing industry and those issues they consider most important. A key element of the visits will be to identify opportunities to match rural manufacturing businesses with one another as well as with manufacturers located on the Wasatch Front seeking Utah suppliers.

SBDCs In Action

One of rural America's most successful rural entrepreneur development programs is the Southeastern Utah Small Business Investment Fund (SEUSBIF) and the Southeastern Utah Small Business Development Center (SBDC) has been in the middle of the action.



Over the last two years, 78 new businesses employing 170 individuals were created in Southeastern Utah through SEUSBIF. The businesses are owned by individuals from low income families with children. These individuals received approximately \$650,000 to assist in the creation of these new businesses through funding awarded by the Utah Department of Workforce Services through federal Targeted Assistance for Needy Families funding.

"Each applicant was required to complete NxLevel training courses offered by the SBDC," explains Carbon County Economic Development Director Delynn Fielding. "The business plan they completed during training became their application for grants of up to \$10,000."

Once they received funding, business owners were required to meet once a month with an SBDC counselor. If they were late or missed a meeting, they were notified that any remaining funds and equipment purchased were to be returned. "Much of the success of the program lies in the quality of the training and counseling offered by the SBDC," states Fielding. "Though the terms were stern, they reinforced the discipline the businesses need if they are to succeed."

Of the 78 new businesses created, only two are no longer in business. The owner of one business died while another married and moved away. National estimates are that 80% of all new businesses fail.

Utah!
Where ideas connect